

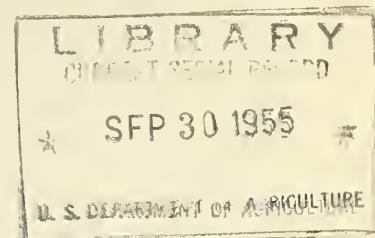
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Consumer Purchases of Selected FRUITS AND JUICES



in JULY

1955



UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE

WASHINGTON 25, D. C.

CPFJ-12

August 1955

PREFACE

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, and frozen concentrated juices and ades. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 5,800 household consumers.

A committee of the Florida industry working with representatives of the Department and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on past experience, and comparison with packers reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in an over-estimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
IN JULY 1955

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) only, in order to permit comparisons between periods of equal length.

SUMMARY

Householders reported record high purchases of frozen concentrated juices, fresh lemons, frozen concentrate for lemonade, and frozen lemon juice during July 1955. With few exceptions, purchases of fresh citrus and frozen and canned citrus juices and ades were larger than a year earlier.

Larger purchase volumes were primarily the result of the purchase of larger quantities per buying family rather than buying by more families. Generally, lower prices and high temperatures that prevailed throughout much of the Nation during July provided a favorable environment for increased purchases of citrus products.

Larger purchases of fresh oranges, frozen concentrated orange juice, canned single-strength orange and orange-grapefruit blended juices, and canned single-strength orangeade resulted in householders buying about a tenth more orange products, on a fresh equivalent basis, than during July 1954.

As a result of larger purchases of grapefruit juice and blended juice during July, purchases of grapefruit, on a fresh equivalent basis, were slightly larger than a year ago. Fresh grapefruit purchases were slightly lower than a year earlier and prices paid were about 9 cents a dozen higher.

Increased purchases of both fresh lemons and processed lemon products during July resulted in the highest level of purchases of lemon products, on a fresh equivalent basis, since reporting began on these products. Lower prices compared with July 1954 were reported for fresh lemons, concentrates for lemonade, and lemon juice.

Householders continued to report increased purchases of pineapple and prune juices, but purchases of tomato juice were about 15 percent lower than in July 1954.

FROZEN JUICES AND ADES

Householders bought about 5.9 million gallons of frozen concentrated juices during July 1955, setting a record high in monthly volume of purchases. The proportion of the Nation's families reporting purchases of a frozen concentrated juice in July 1955 was also the highest on record.

Frozen concentrated orange juice purchases by householders in July were about 14 percent larger than a year earlier, but were slightly lower than the record highs reported in January and February 1955. More families bought this product in July 1955 than a year earlier, and the average quantity purchased by families buying was slightly larger. Although householders have reported paying higher prices each month since February 1955, prices paid during July 1955 averaged about 1 cent lower for a 6-ounce can than in July 1954 (fig. 4).

Frozen concentrated grape juice purchases were up sharply compared with a year earlier. Increased purchases of this product and of frozen concentrates other than orange juice were responsible for the record high volume of purchases reported for all frozen concentrated juices during July. Prices paid for frozen concentrated grape juice averaged 19.9 cents a 6-ounce can, about 2 cents lower than in July 1954 and the lowest price yet reported in this series for this product (table 2).

Householders purchased about 70,000 gallons of frozen single-strength lemon juice in July 1955. This was the first month, since reporting began on this product, that over 1 percent of the Nation's families reported buying this product.

Household purchases of frozen concentrate for lemonade during July were up sharply from a year ago. The one-fifth of the Nation's families that reported buying frozen concentrate for lemonade purchased about 2.5 million gallons of this product during July 1955--the largest monthly volume yet reported. More families were encouraged to buy, as well as to buy in larger quantities, than a year earlier by unusually high temperatures that prevailed throughout much of the Nation in July 1955. Prices reported paid by consumers averaged 13.6 cents a 6-ounce can compared with 15.9 cents in July 1954 (table 2).

Purchases of frozen concentrate for orangeade during July were also well above those of July a year ago. Prices reported paid by consumers averaged 14.4 cents a 6-ounce can, slightly lower than a year earlier.

Purchases of shelf-pack concentrate for lemonade during July 1955 amounted to about 130,000 gallons, a slight increase from the quantity purchased in July a year ago. There was an increase from a year earlier in the number of families buying, but this was offset in part by a slight decrease in the average quantity purchased per family. Prices to householders were slightly lower.

Purchases of shelf-pack concentrate for orangeade during July 1955 were slightly smaller than a year earlier. This decrease was the result of fewer families buying, as the average quantity purchased per buying family was slightly larger than a year earlier. Prices paid were almost unchanged from a year ago.

Record high purchases of canned single-strength orangeade were reported for U. S. householders in July 1955. Purchases were about 13 percent higher than a year earlier. This increase was the result of more families buying as well as larger purchases by those families. Prices paid were almost 1.5 cents a 46-ounce can lower than in July 1954 (table 1).

CANNED JUICES

Total household purchases of canned single-strength juices in July 1955 were up almost 8 percent from July 1954. The number of U. S. families buying single-strength juices however, was lower than a year earlier. Lower prices prevailed for each of the juices with the exception of tomato juice.

Consumer buying of canned single-strength orange juice was up about 12 percent from July 1954. Prices paid were down about 3 cents a 46-ounce can (fig. 6). Canned orange juice was bought in July of this year by 11.3 percent of all families, somewhat fewer than a year ago. But they increased their use rate about 10 ounces per buying family (table 1).

Household purchases of canned single-strength grapefruit juice in July rose about 12 percent above a year earlier. About 9.8 percent of the Nation's families bought grapefruit juice in July 1955--the same proportion as a year earlier. There was no change reported in frequency of purchase, but purchases averaged about 2-2/5 of the 46-ounce cans per buying family compared with about 2-1/5 cans in July a year ago. The average price paid was slightly lower than the 24.2 cents reported a year ago.

Consumers bought about a third more orange-grapefruit blended juice in July 1955, compared with the preceding month and July a year ago. More families purchased blended juice than a year earlier, and the average volume purchased by buying families also was larger. Retail prices per 46-ounce can were down about 2 cents from a year ago.

Purchases of canned and bottled lemon juice in July 1955 were up about a fourth compared with the previous year. Prices reported paid for a 5-1/2-ounce can of lemon juice were almost a cent lower than in July 1954. Fewer families bought lemon juice in July than a year earlier, but the average volume purchased per family was higher.

Householders bought nearly 28 percent more canned pineapple juice during July than a year earlier. The gain in volume appears to be traceable in part to the retail price, which since February 1955 has been running about 4 cents lower per 46-ounce can, compared with the same months a year ago. More families reported buying pineapple juice and their purchases per buying family were larger.

Retail purchases of tomato juice by householders during July were down about 15 percent from a year earlier. About 17 percent of U. S. families bought tomato juice in July, compared with 20 percent a year ago. The average quantity purchased by these families was also lower than in July 1954. The average purchase price remained the same as in June, but was higher than in July a year ago.

Prune juice purchases during July 1955 rose about a fifth from July last year. Grape juice purchases were slightly larger than in July 1954. Prices paid were lower for both products.

FRESH FRUIT

Household purchases of oranges during July were up almost a fifth from purchases a year ago. Purchases of Florida oranges were about a tenth larger, while purchases of California-Arizona oranges were almost a fourth larger than in July 1954.

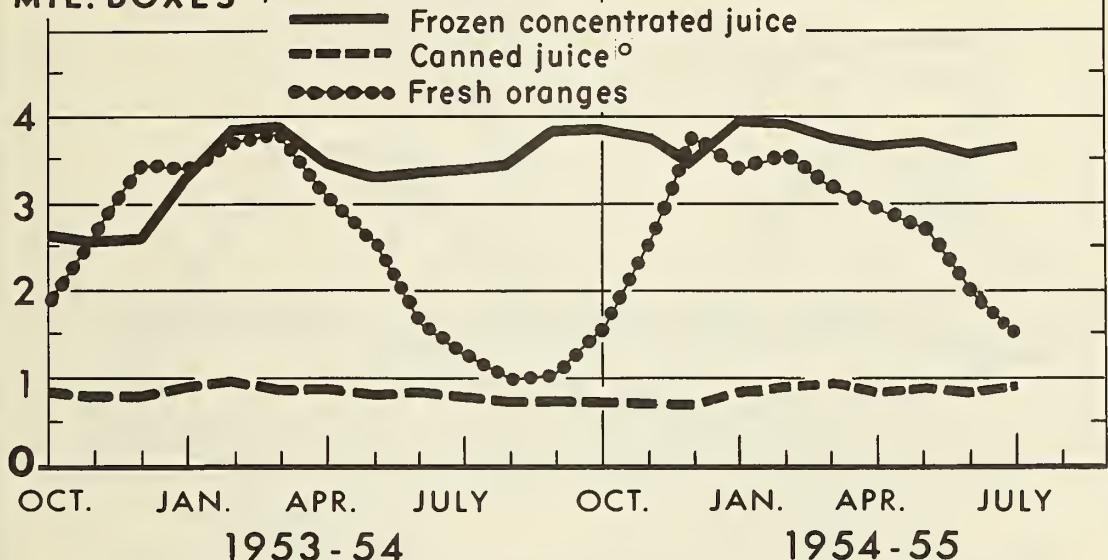
About 29 percent of the Nation's families reported purchases of fresh oranges during July, a slightly larger proportion than a year earlier. These families averaged purchasing about 2 dozen oranges during the month, a tenth larger quantity than in July last year. Prices paid averaged about 6 cents a dozen lower than a year ago (table 3).

Householders' purchases of fresh grapefruit during July were almost unchanged from a year earlier. Purchases of Florida grapefruit were up slightly but smaller purchases of this fruit from other areas more than offset that increase. Prices paid by householders averaged 106.6 cents a dozen--almost 9 cents higher than in July 1954.

Householders bought about 750,000 boxes of fresh lemons during July, only a slightly larger volume than purchased in July a year ago, but a record high for monthly purchases reported by householders. The number of families buying and the average quantity purchased by those families were almost unchanged from a year earlier. Householders reported paying an average of 41.8 cents a dozen for lemons, about a cent lower than in the same month of last year.

PURCHASES OF ORANGE PRODUCTS BY CONSUMERS

MIL. BOXES *



*FRESH FRUIT EQUIVALENT

†INCLUDES HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1273-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 1

Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1953 to date

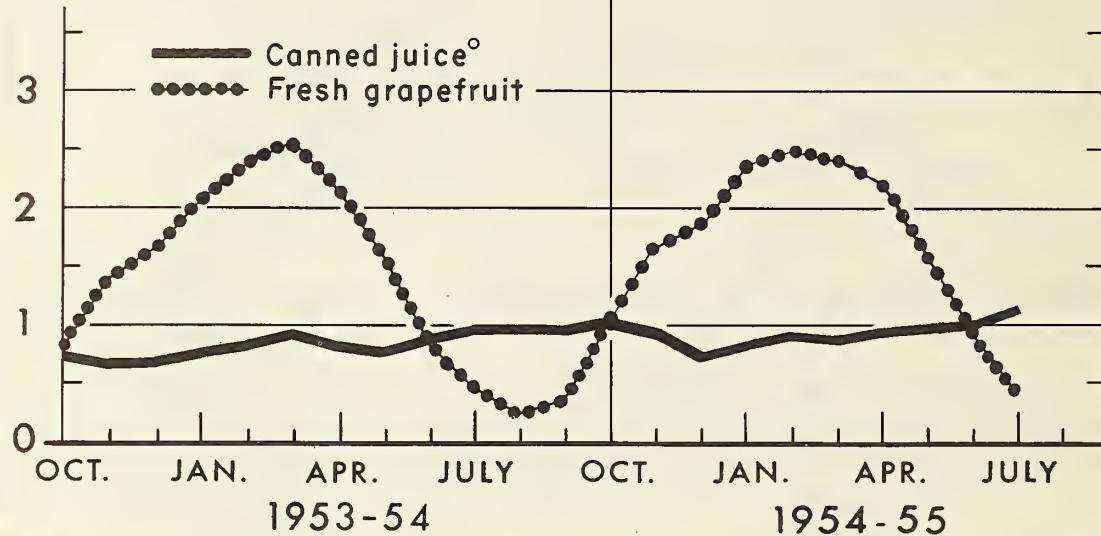
Period	Fresh		Frozen concentrated		Canned single-		Total	
	oranges	1953-54	orange juice	1953-54	orange juice 1/	1953-54	1953-54	1953-54
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	1,574	1,825	3,850	2,633	722	809	6,146	5,267
November	2,518	2,626	3,769	2,559	713	773	7,000	5,958
December	3,764	3,459	3,486	2,591	711	773	7,961	6,823
October-December 2/	8,612	8,552	11,917	8,367	2,299	2,556	22,828	19,475
January	3,400	3,383	3,984	3,326	830	891	8,214	7,600
February	3,555	3,702	3,972	3,843	897	955	8,424	8,500
March	3,181	3,808	3,775	3,285	912	826	7,868	8,521
October-March 2/	19,543	20,371	24,599	20,486	5,177	5,491	49,319	46,348
April	2,965	3,096	3,685	3,459	841	862	7,491	7,417
May	2,709	2,585	3,700	3,285	872	794	7,281	6,664
June	2,001	1,632	3,568	3,336	822	821	6,391	5,789
October-June 2/	27,758	28,215	36,420	31,396	7,937	8,220	72,115	67,331
July	1,522	1,293	3,648	3,399	922	795	6,092	5,487
August		996		3,462		721		5,181
September		1,011		3,343		730		5,584
Season 2/		31,759		42,995		10,674		85,423

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS

MIL. BOXES*



* FRESH FRUIT EQUIVALENT ° INCLUDES ONE-HALF OF ORANGE-GRAPEFRUIT BLEND PURCHASES
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1274-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 2

Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1953 to date

Period	Fresh		Canned single-strength grapefruit juice 1/		Total	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
October	1,000	1,000	1,000	1,000	1,000	1,000
November	1,694	1,411	911	665	2,605	2,076
December	1,895	1,688	725	676	2,620	2,364
October-December 2/	5,121	4,331	2,847	2,191	7,968	6,522
January	2,330	2,092	882	745	3,212	2,337
February	2,498	2,382	907	802	3,405	3,134
March	2,387	2,579	887	915	3,274	3,494
October-March 2/	12,995	12,027	5,734	4,371	18,729	16,393
April	2,162	2,122	924	811	3,086	2,933
May	1,552	1,561	978	767	2,530	2,328
June	948	926	970	942	1,918	1,668
October-June 2/	17,950	16,858	8,857	7,431	26,807	24,289
July	434	442	1,112	989	1,546	1,431
August	237	237	985	977	1,223	1,325
September	348	348	977	1,063	20,567	1,325
Season 2/		17,933		10,634		

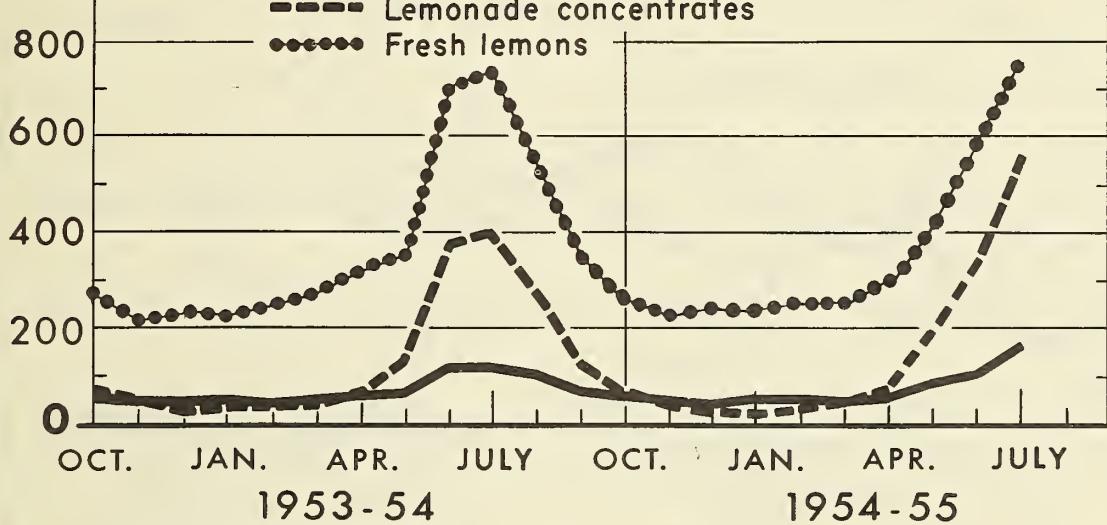
1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

PURCHASES OF LEMON PRODUCTS BY CONSUMERS

THOUS. BOXES

— Canned juice
- - - Lemonade concentrates
••••• Fresh lemons



* FRESH FRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1275-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 3

Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1953 to date.

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
	1954-55 : 1953-54		1954-55 : 1953-54		1954-55 : 1953-54		1954-55 : 1953-54			
	1,000 boxes	.1,000 boxes	1,000 boxes	.1,000 boxes	1,000 boxes	.1,000 boxes	1,000 boxes	.1,000 boxes	1,000 boxes	.1,000 boxes
October	252	274	54	54	51	64	59	67	365	395
November	225	213	49	47	35	39	37	41	311	301
December	243	232	44	43	27	22	29	26	316	301
October-December 3/	735	774	161	153	120	135	132	141	1,078	1,038
January	234	223	51	49	26	29	27	32	312	304
February	251	246	48	42	29	27	31	32	330	320
March	252	278	46	50	41	33	43	35	341	363
October-March 3/	1,583	1,591	318	303	224	231	241	263	2,142	2,147
April	307	321	54	60	68	55	72	61	433	442
May	407	352	84	87	137	124	197	135	688	554
June	587	706	96	119	327	346	342	378	1,025	1,203
October-June 3/	2,997	3,077	572	577	865	828	913	897	4,482	4,552
July	754	730	160	120	526	373	554	399	1,468	1,257
August	545	545	102	247	247	247	266	266	913	913
September	332	332	61	111	111	121	121	121	534	534
Season 3/	4,373	4,373	681	681	1,622	1,622	1,749	1,749	7,473	7,473

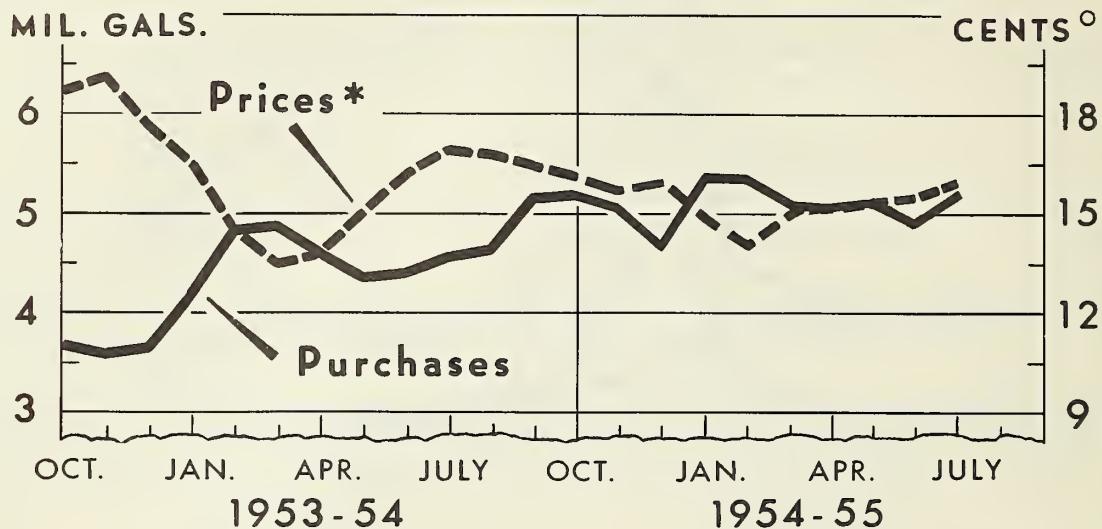
1/ Includes canned single-strength lemon juice and small quantities of frozen single-strength juice.

2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



*PRICES PAID BY HOUSEHOLD CONSUMERS

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1276-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 4.

Frozen concentrated orange juice: Consumer purchases and average price paid, October 1953 to date

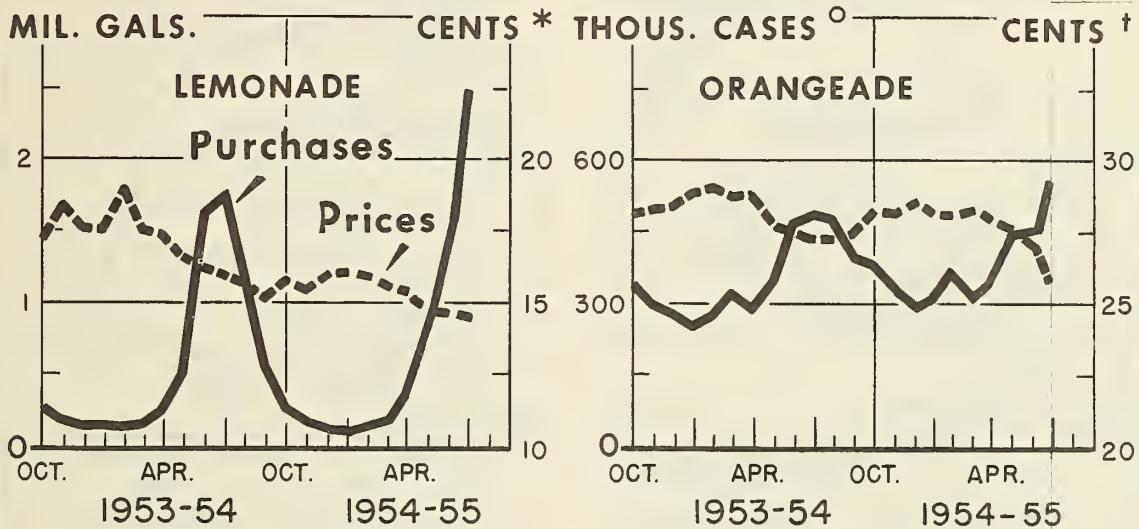
Period	Purchases		Average price per 6 oz. can	
	1954-55	1953-54	1954-55	1953-54
	1,000 gallons	1,000 gallons	Cents	Cents
October				
November	5,161	3,688	16.1	18.6
December	5,052	3,584	15.7	19.1
October-December 1/	4,673	3,629	15.9	17.7
	15,974	11,713		
January				
February	5,377	4,189	14.9	16.5
March	5,360	4,340	14.0	14.6
October-March 1/	5,094	4,393	2/14.8	13.4
	33,089	26,981		
April				
May	5,090	4,570	15.2	13.8
June	5,111	4,339	15.3	15.1
October-June 1/	4,928	4,407	15.5	16.2
	49,417	41,393		
July				
August	5,182	4,556	15.9	16.9
September		4,641		16.8
Season 1/		5,152		16.4
		56,941		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

2/ Revised.

FROZEN LEMONADE AND CANNED ORANGEADE

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA
 * PER 6-OUNCE CAN ^o EQUIVALENT CASES OF 24 #2'S ^t PER 46-OUNCE CAN

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1277-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 5

Frozen lemonade and canned single-strength orangeade: Consumer purchases and average price paid, October 1953 to date

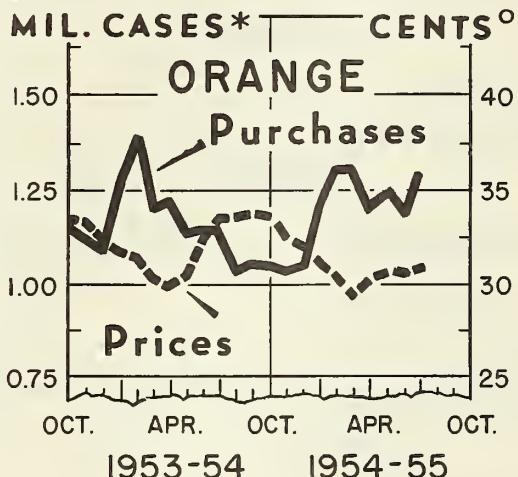
Period	Frozen lemonade				Canned single-strength orangeade			
	Purchases		Average price per 6 oz. can		Purchases		Average price per 46 oz. can	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 gallons	1,000 gallons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	244	267	15.7	17.2	373	336	28.2	28.1
November	167	162	15.4	18.4	326	295	28.1	28.2
December	127	102	16.0	17.5	290	274	28.5	28.3
October-December 2/	568	559			1,070	966		
January	121	121	16.2	17.5	306	254	28.1	28.8
February	136	114	15.9	18.9	361	272	28.0	29.0
March	194	139	15.5	17.4	311	317	28.2	28.7
October-March 2/	1,061	956			2,136	1,922		
April	321	230	15.3	17.3	348	285	27.9	28.8
May	887	514	14.3	16.5	436	350	27.5	27.7
June	1,551	1,638	14.0	16.2	458	464	26.9	27.4
October-Junc 2/	4,099	3,540			3,492	3,150		
July	2,493	1,709	13.6	15.9	551	483	25.9	27.2
August		1,172		15.7		478		27.2
September		523		15.1		390		27.3
Season 2/		7,303				4,633		

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

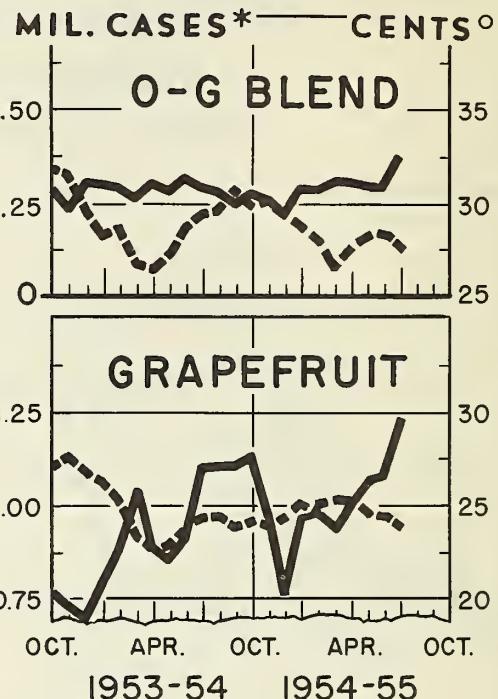
CANNED CITRUS JUICES

Consumer Purchases and Prices Paid



* EQUIVALENT CASES OF 24 #2's

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA



U. S. DEPARTMENT OF AGRICULTURE

NEG. 1278-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 6

Canned citrus juices: Consumer purchases and average price paid, October 1953 to date

Period	Orange			Grapefruit			Orange-grapefruit blend		
	Purchases		Average price	Purchases		Average price	Purchases		Average price
	cases 1/	cases 1/	per 46 oz. can	cases 1/	cases 1/	per 46 oz. can	cases 1/	cases 1/	per 46 oz. can
1954-55	1,000	1,000		1,000	1,000		1,000	1,000	
October	1,054	1,155	33.4	33.4	1,127	764	24.1	27.1	27.6
November	1,043	1,128	32.4	33.3	978	721	24.0	27.6	267
December	1,056	1,087	32.0	32.2	767	695	24.6	26.9	235
October-December 2/	3,381	3,618		3,060	2,323		824	914	
January	1,212	1,235	31.0	31.7	952	804	25.1	26.1	285
February	1,321	1,391	30.4	31.3	984	880	24.6	25.2	283
March	1,326	1,203	29.5	30.1	939	1,041	25.2	23.3	322
October-March 2/	7,591	7,832		6,157	5,300		1,795	1,852	
April	1,190	1,225	30.2	29.8	1,006	884	25.2	22.5	312
May	1,241	1,133	30.6	30.3	1,077	845	24.6	22.9	307
June	1,176	1,149	30.5	32.2	1,080	913	24.4	23.8	280
October-June 2/	11,515	11,667		9,593	8,119		2,779	2,825	
July	1,287	1,146	30.8	33.5	1,235	1,103	23.9	24.2	377
August	1,032		33.5		1,105		24.3		274
September	1,058		33.8		1,106		23.8		249
Season 2/		15,201			11,710				3,712

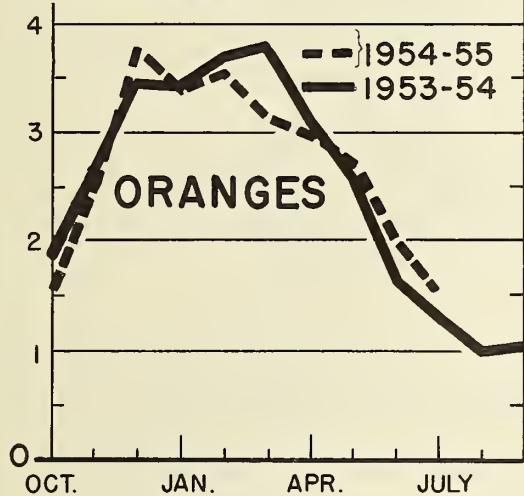
1/ Equivalent cases of 24 No. 2 cans—432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

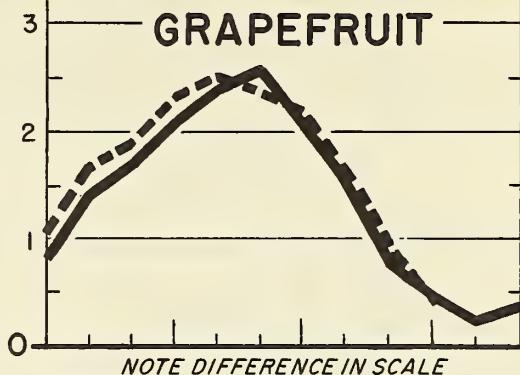
FRESH CITRUS FRUIT

Consumer Purchases

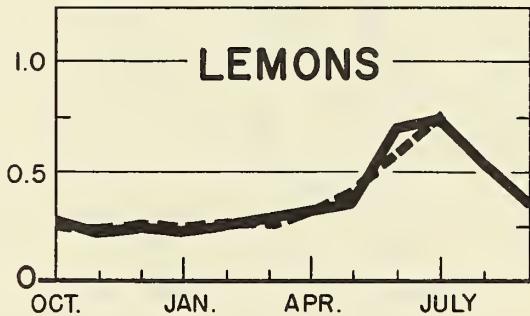
MIL. BOXES



MIL. BOXES GRAPEFRUIT



LEMONS



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1279-55(8) AGRICULTURAL MARKETING SERVICE

Figure 7

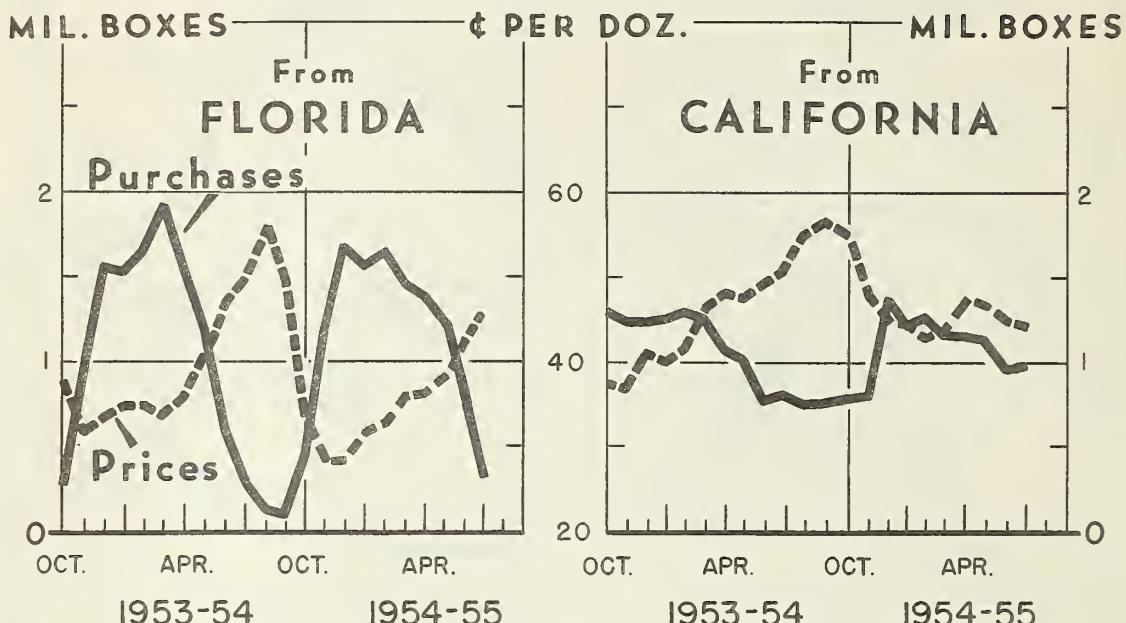
Fresh citrus fruit: Consumer purchases and average price paid, October 1953 to date

Period	Oranges				Grapefruit				Lemons				
	Purchases		Average price		Purchases		Average price		Purchases		Average price		
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents	
1954-55:1953-54:1954-55:1953-54					1954-55:1953-54:1954-55:1953-54		1954-55:1953-54:1954-55:1953-54		1954-55:1953-54:1954-55:1953-54		1954-55:1953-54:1954-55:1953-54		
October	1,574	1,825	45.6	37.5	1,053	836	92.8	91.5	252	274	45.1	45.8	
November	2,518	2,626	35.0	34.7	1,694	1,411	78.4	83.4	225	213	46.8	46.6	
December	3,764	3,459	35.1	36.7	1,895	1,688	74.9	82.5	243	232	45.0	47.0	
October-December 1/	8,612	8,552			5,121	4,331			785	774			
January	3,400	3,383	37.1	37.6	2,330	2,092	74.2	78.2	234	223	46.2	47.5	
February	3,555	3,702	37.3	33.1	2,498	2,382	73.4	73.9	251	246	44.0	46.0	
March	3,181	3,808	39.8	38.8	2,387	2,579	78.4	73.4	252	278	42.9	45.8	
October-March 1/	19,543	20,371			12,995	12,027			1,583	1,591			
April	2,965	3,096	42.2	41.2	2,162	2,122	82.9	77.9	307	321	41.3	43.8	
May	2,709	2,505	42.8	44.2	1,552	1,961	93.3	83.0	407	352	41.9	43.7	
June	2,001	1,632	43.5	47.6	948	826	101.5	90.0	587	706	40.4	44.1	
October-June 1/	27,758	23,215			17,950	16,858			2,997	3,078			
July	1,522	1,293	43.9	50.1	434	442	106.6	97.9	754	738	41.8	42.7	
August		998		54.1		237		110.4		545		42.5	
September		1,011		54.2		348		105.5		352		43.2	
Season 1/		31,759				17,933				4,343			

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

FRESH ORANGES

Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 1280-55 (8) AGRICULTURAL MARKETING SERVICE

Figure 8

Florida and California-Arizona fresh oranges: Consumer purchases and average price paid, October 1953 to date

Period	Florida				California-Arizona			
	Purchases		Average price per dozen		Purchases		Average price per dozen	
	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54	1954-55	1953-54
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	455	267	33.3	37.4	789	1,317	54.9	37.4
November	1,194	1,001	28.1	31.9	809	1,226	47.8	36.9
December	1,694	1,578	28.3	33.2	1,374	1,227	44.5	41.0
October-December 1/	3,660	3,141			3,271	3,999		
January	1,560	1,529	31.4	34.6	1,234	1,236	44.4	40.1
February	1,632	1,671	32.7	34.9	1,261	1,307	43.0	41.7
March	1,471	1,921	35.8	33.4	1,170	1,245	43.8	46.5
October-March 1/	8,704	8,679			7,206	8,128		
April	1,380	1,537	36.7	35.6	1,125	1,061	47.8	48.6
May	1,204	1,166	38.3	41.1	1,116	1,010	46.4	47.1
June	746	600	42.6	47.0	963	763	44.7	49.2
October-June 1/	12,265	12,220			10,636	11,167		
July	321	291	45.3	49.7	995	806	44.0	50.9
August		112		55.8		740		54.9
September		76		49.5		769		56.4
Season 1/		12,717				13,676		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

Table 1.- Canned single-strength juices and ades: U. S. total consumer purchases and average price, July 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit	
					Purchases		Quantity per purchase		Unit	
	1955	1954	1955	1954	1955	1954	1955	1954		
			1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents
	Percent	Percent								1955 1954
Canned juices										
Orange	11.3	11.6	1,287	1,146	1.7	1.7	58.9	52.8	46	30.8 33.5
Grapefruit	9.8	9.8	1,235	1,103	1.6	1.6	69.3	64.5	46	23.9 24.2
Orange & grapefruit blend	3.5	3.0	377	284	1.6	1.4	58.0	56.5	46	27.6 29.6
Lemon	5.2	5.4	136	110	1.4	1.3	16.5	13.5	5-1/2	12.6 13.5
Grape	5.1	5.3	227	218	1.3	1.4	30.1	27.4	24	33.5 36.1
Pineapple	14.2	12.7	1,395	1,094	1.5	1.6	57.7	51.1	46	27.1 31.4
Prune	6.9	6.4	515	424	1.7	1.7	38.5	35.1	32	32.9 34.0
Tomato	17.3	20.0	1,565	1,837	1.5	1.6	53.7	52.4	46	26.6 25.8
Total 2/	48.5	49.4	7,443	6,921	2.7	2.7	51.1	47.5		
Canned ades										
Orangeade	4.4	4.3	551	488	1.5	1.7	73.2	64.4	46	25.9 27.2

1/ Equivalent cases of No. 2 cans--432 ounces per case.

2/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.- Frozen juices and ades: U. S. total consumer purchases and average price, July 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per unit	
					Purchases		Quantity per purchase		Unit	
	1955	1954	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents
	Percent	Percent								1955 1954
Frozen concentrated juices										
Orange	31.9	30.7	5,182	4,556	2.2	2.3	19.3	17.7	6	15.9 16.9
Grape	6.9	6.1	494	345	1.5	1.5	12.4	11.2	6	19.9 21.7
Other concentrates	1/	1/	294	266	1/	1/	13.5	12.8	6	15.5 16.9
Total	34.6	33.3	5,970	5,167	2.5	2.6	18.1	16.7		
Frozen single-strength juices										
Lemon	1.2	2/	67	2/	1.0	2/	14.4	2/	6	15.7 2/
Concentrated ades										
Frozen										
Orangeade	1.4	1.2	111	84	1.3	1.3	16.1	14.2	6	14.4 15.1
Lemonade	19.9	17.8	2,493	1,769	1.8	1.8	18.6	15.9	6	13.6 15.9
Shelf-pack										
Orangeade	2.4	2.8	226	244	1.5	1.7	17.1	14.4	6	16.2 16.5
Lemonade	1.9	1.8	132	125	1.3	1.4	13.8	13.4	6	14.9 15.5

1/ Information not available.

2/ Too few purchases reported for analyses.

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Table 3-- Fresh citrus fruit: U. S. total consumer purchases and average price,
July 1955 and 1954 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1955	1954	1955	1954	1955	1954	1955	1954	1955	1954
Oranges			1,000	1,000						
California-Arizona	21.2	19.5	995	806	1.8	1.8	12.7	11.4	44.0	50.9
Florida	5.5	6.1	321	291	1.9	1.7	12.3	11.0	45.3	49.7
Unidentified	5.7	5.4	199	184	1.4	1.5	11.6	10.8	42.1	47.0
Total 1/	28.6	27.3	1,522	1,293	2.0	2.0	12.4	11.2	43.9	50.1
Grapefruit										
California-Arizona	2.1	3.2	79	126	1.6	1.6	4.3	4.1	99.5	93.1
Florida	4.0	3.7	198	154	1.8	1.7	3.9	3.8	111.1	104.7
Unidentified	3.9	4.3	146	152	1.5	1.4	4.0	4.0	108.0	95.8
Total 1/	9.2	10.5	434	442	1.8	1.7	4.0	4.0	106.6	97.9
Lemons										
	36.6	36.7	754	738	1.8	1.9	8.1	7.8	41.8	42.7
Total 2/	51.9	52.5	2,712	2,474	2.8	2.7	9.4	8.6	45.6	48.8

1/ Includes small purchases of Texas fruit.

2/ Includes small purchases of other citrus fruit.

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